

**Michigan Department of  
Agriculture--International  
Marketing 2006**

Michigan House Agriculture  
Committee Meeting  
February 28, 2007

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**Partnership with  
Food Export – Midwest**

- Private, non-profit international trade organization
- Work with producers in the Midwest and Northeast
- Often work with small and medium-sized producers
- Focus on products that are value-added, consumer-oriented
- The 12 Midwest States promote services to the companies within their state
- Governed by a Board of Directors consisting of Secretaries , Directors or Commissioners of Agriculture from member states

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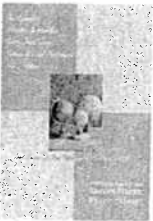
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**Branded Program**



- Cost share assistance for branded products sold in foreign markets
  - 50% cost reimbursement of eligible expenses
- U.S. food & agricultural products only
  - minimum 50% US agricultural origin
- Products not covered by another industry group
- Small companies only (<500 employees)
- Application from a US company

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## Programs & Services Generic Funding

- Provide export services to small, value-added companies



- Exporter Education
  - Food Export Helpline
  - Export Essentials
  - Export Seminars
- Market Entry
  - Market Builder
  - Food Show PLUSISM
  - Buyers Missions
  - Trade Missions
  - Trade Lead Connection

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## Canadian Specialty Food Trade Mission



- Toronto, Canada
- February 26-28, 2006
- 5 companies participated
- Flatout – Saline, MI

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## Export Seminar



- March 28, 2006
- Grand Rapids, MI
- Dennis Lynch – Food Export Helpline
- Will Smith – Generic Program Coordinator
- 12 Michigan companies participated

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## Foodex Japan Food Show Plus!

- Tokyo, Japan
- March 14-17, 2006
- 19 companies participated
- Michigan Companies Participating
  - Graceland Fruit
  - Sunrich/Sunopta
  - North Dakota Mill & Elevator




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## Food Service Buyers Mission at NRA



- May 20-23, 2006
- Chicago, IL
- 9 buyers
- Mexico, Caribbean, Germany, Middle East, China, Japan, Hong Kong
- Michigan Participants
  - Eden Foods
  - Cherry Blossom
  - Kitchen Etc.
  - Coloma Frozen Food

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## Korean Wine Buyers Mission



- August 3-4, 2006
- Meetings in E. Lansing, MI
- 2 Buyers from Korea traveled to S. Dakota and Michigan
- Korean Wine Buyers had one-on-one meetings with 2 Michigan wineries and toured 3 Michigan wineries

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## ExpoPan Food Show Plus!

- Aug. 12-14, 2006
- Mexico City, Mexico
- Held every 2 years
- Bakery Industry
- Michigan Participants
  - Burnette Foods
  - Cherry Marketing Institute



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## Korean Fruit Seminar & Trade Mission

- Seoul, Korea
- Aug. 21-23, 2006
- Blueberries, Cherries, Cranberries
- Created a partnership with the Cherry Marketing Institute for this project
- Experts spoke on health benefits
- Michigan Companies Attending
  - Cherry Central Inc.
  - Graceland Fruit Inc.
  - Honee Bear Canning



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## Canadian Specialty Food Buyers Mission



- September 18-21, 2006
- One-on-one meetings in Lansing & Minneapolis
- 2 Canadian buyers traveled to Michigan & Minnesota
- Michigan Companies Participating
  - Burnette Foods
  - Lesley Elizabeth
  - Safie Specialty Foods
  - Chef Foods
  - Cherry Central

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## FMI 2006

- May 7-9, 2006
- 19 booths
  - 16 companies
- On site sales
  - Domestic - \$200,000
- Expected sales
  - Domestic - \$1,130,000
  - Export - \$75,000
- MFB helped to sponsor bus trip – 2 buses

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## 2005 Michigan Ag. Exporter of the Year

- Cherry Central Coop.
- Special Export Award
  - Michigan Apple Committee
  - BelleHarvest
  - Michigan Fresh Marketing
  - Northbay Produce
  - Riveridge Produce




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## 2007 International Marketing Activities

Date	Activity
March 13-16	Japan Foodex Food Show Plus – Tokyo, Japan (Food Export Midwest Funded)
May 6-8	FMI – U.S. Food Export Showcase, Michigan Pavilion – Chicago, IL (MDA & Industry Support Funded)
May 7	FMI Bus Trip – Chicago, IL (Michigan Farm Bureau Funded)
May 19-22	National Restaurant Association Show Buyers Mission – Chicago, IL (Food Export Midwest Funded) Michigan Pavilion in the American Food Fair (MDA Funded)
Aug. 21-23	Processed Fruit Trade Mission – Seoul, S. Korea (Food Export Midwest – Funded)
TBD	Export Seminar (Food Export Midwest Funded)

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